



Searching collections: All Collections

Recent Searches

Following is a list of your searches for this session. They are presented from most current to oldest.

Number Search

| | | | |
|---|---|----------------------------------|-------------------------------|
| 6 | (marketing or advertising) and effectiveness and (statistic w/10 (past or historical)) | View 50 results | Add to Search |
| 5 | ((marketing or advertising) w/4 campaign) and effectiveness and (statistic w/10 (past or historical)) | View 12 results | Add to Search |
| 4 | ((marketing or advertising) w/4 campaign) and effectiveness and statistic and (past or historical) | View 100 results | Add to Search |
| 3 | ((marketing or advertising) w/4 campaign) and effectiveness and (statistic w/5 (past or historical)) | View 8 results | Add to Search |
| 2 | ((marketing or advertising) w/4 campaign) and effectiveness and (statistic w/3 (past or historical)) | View 8 results | Add to Search |
| 1 | ((marketing or advertising) w/4 campaign) and effectiveness and statistic and (past or historical) | View 50 results | Add to Search |

read all

Enter a word, words or specific phrase.

(marketing or advertising) and effe [Search](#)

Date range: [Backfile \(1986 - 1998\)](#)

Publication type: [All](#)

Search in: [Article text](#)

- ☐ Show results with full text availability only
- ☐ Show articles from peer reviewed publications only
- ☐ Show total number of articles

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